

NEWS RELEASE

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RETAILERS GET THE POWER OF NINTENDO

LAS VEGAS (January 6, 1990) -- During its first year and a half, **NINTENDO POWER™** magazine was available only by getting a subscription directly from Nintendo of America. Meanwhile during this same period, many retailers were seeking a way to bring the publication's success to their cash registers. As a result, sales of single issue and subscription gifts kits for **NINTENDO POWER** magazine can now be found at some of the nation's largest retail outlets.

"One of our biggest obstacles to bringing **NINTENDO POWER** into the retail environment was the difficulty of merchandising the subscription. And, many consumers, especially our youngest fans, have a hard time waiting six weeks for delivery after they've paid for their subscriptions," explained Peter Main, the company's vice president of marketing.

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Retailers Get The Power of Nintendo
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"We solved the dilemma by creating the 'Get With It' kit," Main continued. The kit contains a notebook with a high-tech design that includes three **NINTENDO POWER** pens in vibrant hues, a current issue of the magazine, a detailed directory of all Nintendo software and a redemption card which initiates the pre-paid one-year subscription.

By making the single-issues available, Nintendo satisfied the requests that many consumers had communicated to the Nintendo game counselors. "Single-issue sales will also enable consumers and video game fans to sample the magazine at a low cost; and, better yet, will allow them to purchase the most up-to-date buying guide available for all video game purchases. Importantly, video game enthusiasts will get the latest, exclusive game tips available," said Main.

The "Get With It" kit will sell for \$19.95 and single issues will sell for \$3.50. The magazine can only be found at World of Nintendo retailers.

NINTENDO POWER reaches 1.8 million readers, making it the highest-paid subscription magazine in circulation to 8-15 year-olds.

Nintendo of America Inc. sells personal, home and arcade video games in the United States. The Redmond, Washington-based company is the headquarters for the company's marketing operations in North America; and is a subsidiary of the world's largest manufacturer and marketer of video games, Nintendo Co. Ltd.

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